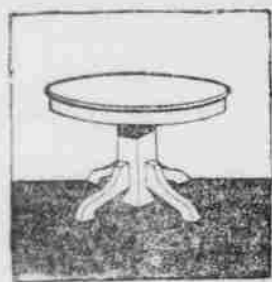


\$1 OPENS  
AN  
ACCOUNTSALE STARTS—SATURDAY,  
NOVEMBER 5th  
At 9 A. M.49  
YEARS  
YOUNG

**THE PLAUT-CADDEN CO'S - 3 WEEKS DRIVE FOR**  
**5000 NEW CUSTOMERS**  
**BRINGS ON THIS GIGANTIC "TRADE STIMULATING" SALE**  
**\$500,000 - NEW BUSINESS**  
**EVERY \$1 SPENT HERE MEANS \$1 SAVED**

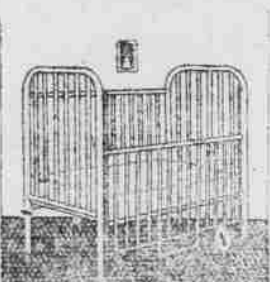
ESTABLISHED  
1872\$1 OPENS  
AN  
ACCOUNT

## Better Values—Better Furniture—Dignified Credit



Oak Dining Table

A solidly made golden finished Dining Table. One of many rare values on sale, regular \$27.50 value—Special at \$14.90



Steel Baby Crib

All metal, white enameled finish, equipped with a sturdy flexible spring. A real buy, at \$9.50



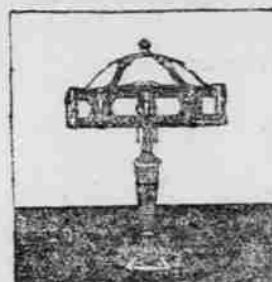
Golden Oak Dresser

A big selection of Oak Dressers, in golden oak finish, regular \$25.00 value—Special at \$12.85

In Yesterday's Bulletin we again made known of our plan to lower prices—here we are at it.

We are going to gain 5,000 new customers—and do \$50,000 new business—and the only means by which we intend doing that—is by the lowest prices—highest quality merchandise and supreme service. READ THIS AD—then pay us a visit.

EXTRA SALESMEN DURING THIS SALE TO WAIT ON YOU



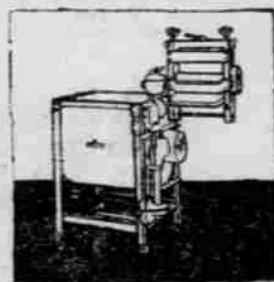
Metal Table Lamp

Just received, a large shipment of Metal Table Lamps—beautiful colored glass shades. See this special at \$7.85



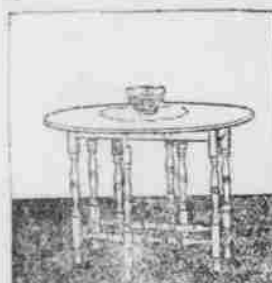
Tapestry Rocker

Handsome Tapestry Rockers—massive—flexible springs—heavy arms—also some Easy Chairs, regular up to \$60.00—Special at \$29.85



Electric Washer

The Trojan Guaranteed Electric Washing Machine can now be bought the Plaut-Cadden Way—Easy Weekly Payments.



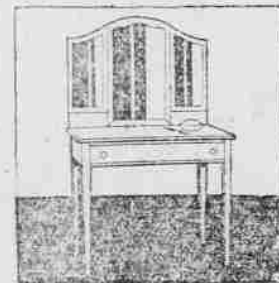
Gate-leg Tables

A very fine Gate-leg Table, in mahogany, walnut or Jacobean finish, at the sale price \$21.00 up



Ready Toaster

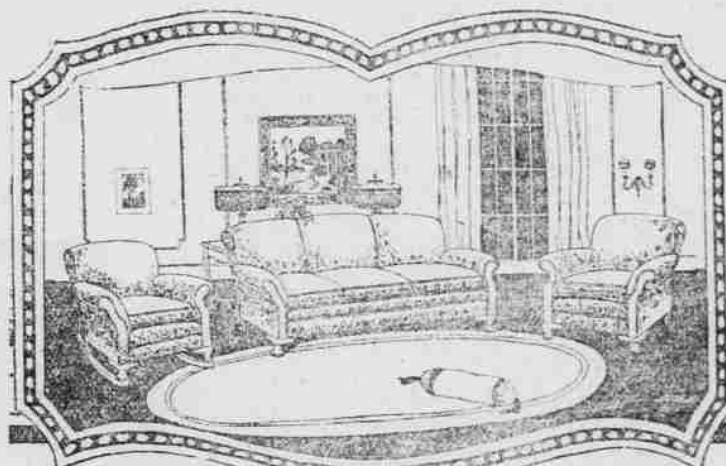
TOASTS, COOKS, HEATS. A very fine Electric Toaster that cooks and heats, regular \$3.00 value—Special at \$5.50



Dressing Tables

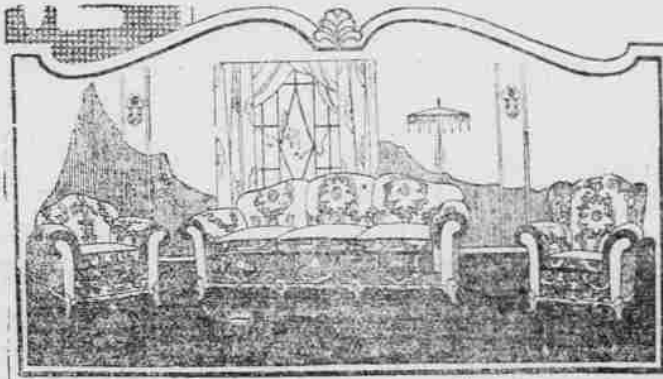
A big selection of 3-Mirror Dressing Tables, in various finishes, regular \$75.00 value—Special at \$25.00

### Three Carloads of Living Room Suites



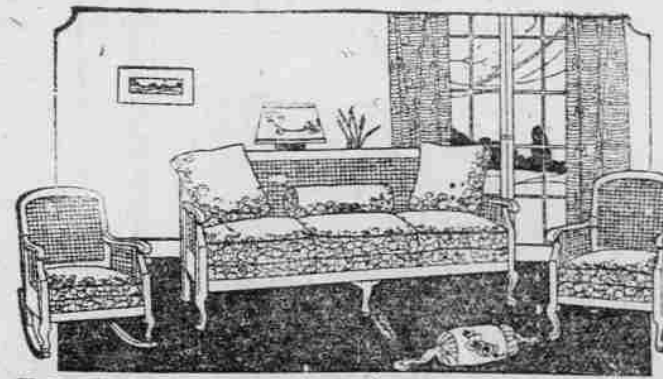
#### This 3-Piece Overstuffed Living Room Suite.....

Here's a real snap—a beautiful 3-piece Tapestry Overstuffed Living Room Suite, consisting of Sofa (full size), a large, roomy Chair and Rocker—all loose cushioned spring upholstered. Regular \$250.00 value—SPECIAL AT \$95.00



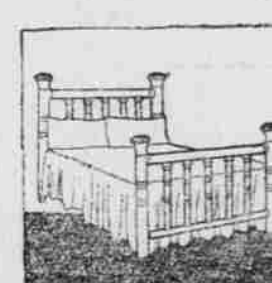
#### This Luxurious 3-Piece Living Room Suite.....

Consisting of full size Settee, Rocker and high back Easy Chair—Among this lot can be found the following coverings:—Two-tone Needle Point Tapestry, Silk Mohair and very fine Velour—These Suites are all loose cushioned, and upholstered with Marshall Springs throughout. Regular up to \$550.00 values—SPECIAL AT \$235



#### 3-Piece Cane and Mahogany Living Room Suite.....

A large selection of Mahogany and Cane Living Room Suites, upholstered in the finest of velours loose cushions, equipped with pillows and rolls. \$600.00 value—SPECIAL AT \$245

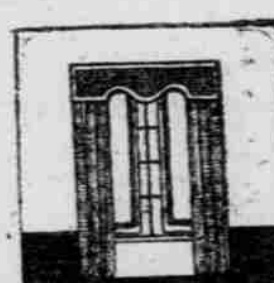


Brass Bed Outfit

This Brass Bed—a National spring and a genuine silk floss mattress—Complete for \$39.50



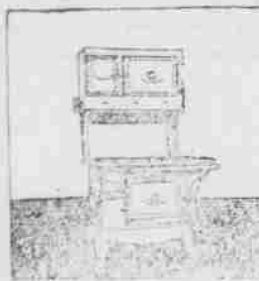
SEE OUR OTHER ADVERTISEMENT IN THIS ISSUE FOR VICTROLA OUTFITS



Lace Curtains

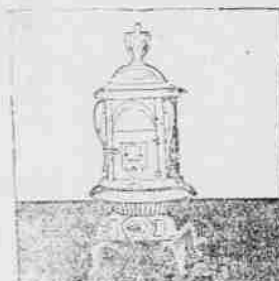
Dainty patterns—All Just Arrived!—Select your Curtains from this complete stock—regular \$3.00 to \$5.00 values—Per pair \$1.49

### Guaranteed Stoves



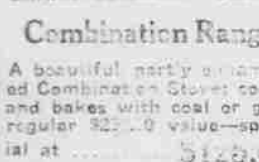
20th Century Heater

America's Best Heater. Burns hard or soft coal. Has patented gate and fire pot—



Large Oak Heater

You should lose no time in getting here tomorrow for this large oak heater offered at this exceptional price \$6.00



Combination Range

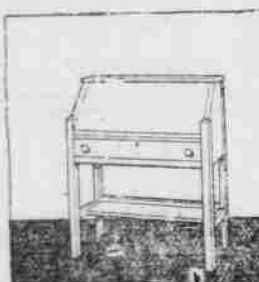
A beautiful, partly enameled Combination Range cooks and bakes with coal or gas, regular \$25.00 value—Special at \$12.50

Special Price

\$27.50 Terms \$1.50 a Week

EASY TERMS

TERMS 50c A WEEK



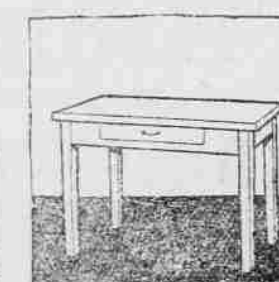
Writing Desk

Ladies' Writing Desk, in oak or walnut finishes, regular \$35.00 value—Special at \$18.20



Baby Carriages

Mothers will welcome this timely sale of Carriages—scores to select from, at only \$25.00



Porcelain Top Table

A sanitary porcelain Kitchen Table, large size, regular \$14.00 value—Special at \$8.90



### A BEAUTIFUL SELECTION OF LIVING ROOM TABLES

Among which are—Davenport Tables, Centre Tables and End Tables. A big variety to select from, ranging in prices from \$13.50 Up

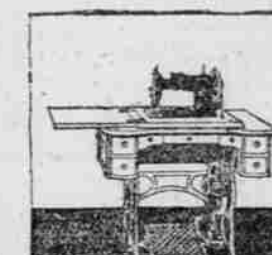
See Our Other Advertisement for Jewelry and Musical Instruments

REMEMBER—All our merchandise is fully guaranteed—Satisfaction guaranteed or money cheerfully refunded.



9x12 LIVING ROOM RUG.....

A wonderful selection of over 500 Rugs has just been received, which we are placing on sale at less than manufacturers' production cost. We quote one special here just to illustrate the big values. \$12.85



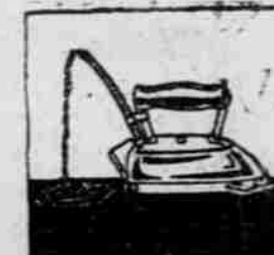
Sewing Machine

The Popular Free Sewing Machine, in all styles—guaranteed to give satisfaction. \$1.00 a week



Colonial Buffet

A fine Colonial Buffet, in golden oak finish, regular \$35.00 value—Special at \$17.90



Electric Iron

This is another bargain worth hurrying for. A guaranteed Electric Iron, complete with cord and attachments, at only \$4.45

### 50-PIECE DINNER SET

of highest grade quality, beautiful designs, regular \$18.00 values—SPECIAL AT \$7.85

### 100-PIECE DINNER SET

Coin bright, gold handles—wonderfully designed borders, regular \$50.00 values—SPECIAL AT \$18.65

DURING THIS SALE NOTHING WILL BE SOLD TO FURNITURE DEALERS.

See Our Other Advertisement for Victrola Outfits and Records

# The Plaut-Cadden Co.

135-143 MAIN STREET

TWO STORES  
NORWICH—NEW LONDON

NORWICH, CONN.

\$14.90

Floor Lamps, with Mahogany Stand and Silk Shade, COMPLETE

\$14.90